

# ADELAIDE FRINGE

## MARKETING STRATEGY GUIDE

This Marketing Strategy guide aims to give you some handy tips and tools for building your own marketing strategy for your event at Adelaide Fringe.

By using and completing the below templates and tools, you will gain a better understanding into your event, your audience and utilising marketing channels to get the most out of your Fringe season and beyond.

## SWOT Analysis

This SWOT analysis will help identify what your event/show does well, improve on what it doesn't, capitalise on its strengths and defend against its challenges.

<b>STRENGTHS</b> <i>What you're good at, what works, what audiences and media like about your event, etc.</i>	<b>WEAKNESSES</b> <i>What needs work, what you want to strengthen and become better at, etc.</i>	<b>OPPORTUNITIES</b> <i>What the audiences or media might soon want. What will be your point of difference?</i>	<b>THREATS</b> <i>What challenges will your event face? Who are your competitors?</i>
[Enter strengths here]	[Enter weaknesses here]	[Enter opportunities here]	[Enter threats here]

## Event Objectives & Outcomes

Identify your key objectives for your event season. Make sure these are achievable and measurable. These may be ticket sales, networking opportunities, development, specific press or reviews.

### *Examples*

- *Increase ticket sales by 10% from the previous year.*
- *Attend two Honey Pot sessions and network with Australian festival representatives.*
- *Sell out 30% off all events.*
- *Grow my email database to 2,000 people.*

# ADELAIDE FRINGE

## Marketing Touchpoints

Think about what touchpoints you have access to and what will best suit your event. On average it takes seven touchpoints to convert someone into buying. Some touchpoints can include:

### SOCIAL MEDIA

Utilising social media platforms such as Facebook, Instagram, Twitter, TikTok, SnapChat, etc. You can use these channels to speak to your existing networks and fan base. Or, start to build a following if you are starting up. You may want to consider:

- Starting an event page early on in your marketing campaign to get people excited and post regularly to keep engagement up.
- Paid Advertising—social media platforms offer a range of advertising options and most allow you to set the budget.
- Schedule content in advance so that when you are busy during the festival, your social media will roll itself out.
- Consider live content to keep your audiences interested and give people the chance to get to know your personal Fringe story.

### DIGITAL

There are a range of free digital platforms which can be utilised to assist in promoting your show. Listing your events on local council sites are often free and a great way to engage the local community. Various advertising agencies also offer digital advertising opportunities. Digital paid opportunities are also available via various websites.

Some ideas include:

- List your event on local council websites, local community & event websites. Many of these are free. (What's On Adelaide, EventFinda, Play and Go, etc.)
- Website advertising. Many websites offer digital advertising opportunities including pop ups, banners and buttons.
- Digital screen advertising via the Adelaide Fringe Box Offices are an easy, impactful and cost effective way to assist in your marketing campaign.

### PRINT ADVERTISING

When using print advertising, there are some things to consider:

# ADELAIDE FRINGE

- **Ensure you budget for both the printing and the distribution. Distribution companies include (Passing Out, Poster Impact, Mad Promo, Explosive Promotions).**
- **Book your distribution in advance. Tickets are on sale 3+ months before the festival so take advantage by having a longer marketing campaign.**
- **Printed collateral can be an opportunity to cross promote with other performers. For example sharing a double sided flyer = double the promotion.**

## **PRESS & MEDIA**

**If you have a budget consider engaging a PR Manager to either assist you with your campaign promotion or assist you with writing your initial press release.**

**When engaging with the media and press be professional and ensure you send your release ahead of time. Try to build a rapport with the media, if you return to Adelaide Fringe this contact will assist you in future years. Adelaide Fringe offers a range of opportunities to assist you with building your networks so keep an eye out for our Meet the Media sessions.**

**Remember that press are more likely to pick up on stories which are authentic and unique, so find what sets you apart and use that to assist you in promoting your event.**

## **NETWORKS**

**Use your networks!**

**For locals, ask your family and friends to help get word out about your event or show. Get them to take some flyers to their workplace, share your Facebook event or get a group together to see your event. Think outside your immediate circle—ask your local cafe, regular hair salon or bar to put up posters and spread the word.**

**If you are from out of town, consider asking another artist to collaborate and cross promote in order to double your reach and expand your own networks.**

**If you decide to give away tickets then choose wisely. Give them to people outside of your networks, use them to run promotions and competitions, and select people who will help spread the word.**

## **Target Market & Ticket Buyer Persona**

**Know your target market! You can look at your previous ticketing data or your social media following in order to assist you in determining this. If this is your first event, then you may consider your networks (family and friends) a starting point for this.**

# ADELAIDE FRINGE

A themed event may appeal to certain demographics—for example a comedy event about a lawyer, may help you target law firms and industry as your target market. Consider building a ticket buyer persona by using the following questions; you may want to do multiple personas as it is likely your event will have more than one.

## PERSONA ONE TITLE:

Age:

Gender:

Job/Career:

Family:

What social media do they use?

What social media do they follow?

Do they buy the newspaper?

Do they read reviews?

How do they access information?

What regular venues do they frequent?

Where types of brands do they purchase?

What/who influences them to buy a ticket?

What is their main motivation for attending an event?

How events are they likely to attend?

How would you pitch your event to this unique persona?

## Tactics - How will you achieve your goals?

The below template will help you form a range of tactics to meet the goals and objectives for your event. Tactics can utilise social media, email direct marketing (EDMs), flyers, postcards, paid print advertising and cross promotion. Your tactics should also consider the best way to engage with your Ticket Buying Personas.

# ADELAIDE FRINGE

<b>OBJECTIVE</b> <i>Grow email database to 2,000 email subscribers.</i>	<b>STRATEGY</b> <i>Prize giveaway to incentivise signups.</i>	<b>TACTIC</b> <i>Run a sign up campaign via Facebook using a \$30 budget.</i>	<b>METRIC</b> <i>Number of new email subscribers.</i>

## Marketing Budget

Your marketing budget should always be considered as a part of your overall event budget—and should be set by taking into account all expenses such as registration, venue hire, travel, accommodation, etc. Allocating a marketing budget based on other expenses means you will not overspend and you will be able to spend earlier, increasing your marketing impact.

When deciding where to spend your allocated marketing budget you should base your decision on your Ticket Buyer Personas (where they are likely to see your marketing), your event objectives and having multiple marketing touchpoints.

Some areas you may want to budget for are included on the below budget template.

### MARKETING BUDGET TEMPLATE

<b>TOUCHPOINT</b>	<b>FREQUENCY</b>	<b>BUDGETED \$</b>	<b>ACTUAL \$</b>
-------------------	------------------	--------------------	------------------

# ADELAIDE FRINGE

<b>SOCIAL MEDIA</b>			
<b>Facebook Ads</b>		\$	\$
<b>Instagram Ads</b>		\$	\$
<b>YouTube Ads</b>		\$	\$
<b>ONLINE ADVERTISING</b>			
<b>Website Banners</b>		\$	\$
<b>Email Banners</b>		\$	\$
<b>PRINTED ADVERTISING</b>			
<b>Fringe Guide Ads</b>		\$	\$
<b>Schools Guide Ads</b>		\$	\$
<b>Newspaper Ads</b>		\$	\$
<b>TRADITIONAL MARKETING</b>			
<b>Poster/flyer printing</b>		\$	\$
<b>Poster/flyer distro</b>		\$	\$
<b>Other</b>			
<b>TOTALS</b>		\$	\$

## Additional Marketing Resources

### DIGITAL TRAINING

# ADELAIDE FRINGE

**Facebook Blueprint—Free online training**

<https://www.facebook.com/business/learn>

**Google Analytics Academy**

<https://analytics.google.com/analytics/academy/>

## **SOCIAL MEDIA MANAGERS**

**Hootsuite—Social media manager**

[www.hootsuite.com/](http://www.hootsuite.com/)

**Loomly—Social media manager**

<https://www.loomly.com/>

**Buffer—Social media manager**

<https://buffer.com/>

## **GENERAL MARKETING ONLINE COURSES**

**Lynda Training + 30 day free trial**

*If you have a One Card library membership (free) you can access the training suite for free.*

<https://www.lynda.com/>